

A Report on -OPINIONS ABOUT THE RURAL COMMUNITY AND RURAL LIVING

(Based on a questionnaire administered to thirty-one Alberta rural leaders on March 9, 1959 during the 1959 Rural Leadership Conference Banff, Alberta, Canada. The Conference held under the auspices of the University of Alberta Department of Extension.)

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Report Prepared March 25, 1959

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Opinions about the Rural Community and Rural Living

(Based on a questionnaire administered to thirty-one Alberta Rural Leaders on March 9, 1959 during the 1959 Rural Leadership Conference, Banff Alberta, Canada. Conference held under the auspices of the University of Alberta, Department of Extension).

Background

Before starting a series of discussions on the rural community 21 of the men and all ten of the women taking part in the conference were asked to fill in a short written questionnaire. Information gained in this manner was used in subsequent discussion periods as a basis for:

- 1) identifying some of the characteristics of rural leaders
- 2) clarifying the concept of community
- 3) delineating the "best" and "worst" in rural living and

4) as focal points in small group discussions of what should be done to overcome the worst in rural living and to consider who or which groups, organizations, government services or persons should be involved in overcoming the problems which had been recognized.

Some Characteristics of the Rural Leaders

Organizational Affiliations

The rural people attending this conference represented four sponsoring bodies; The Farmers' Union of Alberta, The United Grain Growers Limited, The United Farmers of Alberta Cooperatives and the Womens' Institutes of Alberta.

As individuals they all had a background of experience and leadership in a variety of rural groups and organizations. For example they held an average of four to five (4.6) memberships per person (ranging from 2 to 10 memberships) in cooperative organizations such as the Wheat Pool, the Grain Growers, United Farmers of Alberta Cooperatives, rural electrification associations and cooperative stores - all of which operate on cooperative principles. Many were active in 4-H work as well as in church and school organizations.

Marital Status, Age and Education

The majority of the group (24) were married. Of the other seven respondents six were unmarried men and one was a widow.

The age of the participants ranged from twenty-one to fifty years. The average age of the group as a whole was 38.5 years; for the men the average age was 34.9 years and for the women it was 42.5 years.

Formal education as measured by grade in school completed, ranged from 7th grade to an advanced degree (M.S. in agriculture). The average educational level was grade 12 (actually 11.9 grade in school completed). In addition nearly every participant (28 of the 31 answering the questionnaire) had taken one or more types of other training in the form of short courses, trades training or correspondence courses.

Occupation

Present Occupations -

All but one of the participants were engaged directly or indirectly in farming operations as seen in Table 1.

Table 1. - Occupation of Participants, 1959 Rural Leadership Conference, Banff.

Occupation	Number of Participants		
	All	Male	Female
Full time farm operator	15	15	--
Full time farm homemaker	7	--	7
Farm operator plus some other paid occupation <u>a</u> /	4	4	--
Farm homemaker plus some other paid occupation <u>b</u> /	2	--	2
Field organizer F.U.A. plus spare time farm supervision	2	1	1
Co-op supervisor	1	1	--
Total participants	31	21	10

a/ This "other paid occupation" included work as an accountant, telephone repairing and organizer for F.U.A.

b/ This "other paid occupation" included work as a substitute school teacher, music teaching and F.U.A. secretarial work.

Reasons for Present Occupations

Reasons given for their present occupations in rank order of mention were: 1) Preference as typified by answers such as: "I enjoy it"; "it offers security and/or independence and/or interest and/or family satisfaction"; "it is healthy"; "I never seriously considered any other occupation";

2) Necessity - "I am trained for this work and would find it hard to get established in another occupation"; "I'm doing what I know best"; "To earn a living"; "Born on a farm and know this kind of work"; "I married a farmer so must be a farm homemaker"; and

3) Opportunity - "I was able to take over my father's farm"; "I received help from my father and the Department of Veterans' Affairs in getting established"; "Farming is as good a business as any other"; "I can make a good living".

These three factors singly or in combination were the bases for occupational choice. Preference and necessity were the basis for reasons given by 12 of the participants (5 men and 7 women); preference alone by nine (7 men and 2 women), both opportunity and preference by eight (7 men and 1 woman). One man gave opportunity alone as the basis for his present occupation and one man's reason was based on the two factors of opportunity and necessity.

Chief Agricultural Enterprises Carried on by the Participants

The type of agricultural enterprises in which the participants were engaged were typical of those in the various areas of Alberta in which their farms are located. About two thirds were engaged in mixed farming operations, one sixth specialized in grain and the others in livestock as shown in Table 2.

Table 2. - Chief Agricultural Enterprises and Proportion of Income From Each, Participants at 1959 Rural Leadership Conference, Banff.

Chief enterprise (s)	Proportion of Income	Number of Participants		
		Total	Male	Female
Mixed grain and livestock	approximately equal proportions	4	4	0
Mixed grain and livestock	over 50% from grain	10	8	2
Mixed grain and livestock	over 50% from livestock	6	5	1
Grain specialty (wheat, seed grain, oil seeds, wheat and oats and barley)	all	5	1	4
Livestock specialty (dairying only, or hogs and cattle and dairy, or cattle, hogs and poultry, or cattle and hogs)	all	4	2	2
Not applicable (not a farmer or husband represented in one of above categories)	---	2	1	1
Total participants		31	21	10

Size of Farm Operated by the Participants

The size of farm operated by the participants averaged 884 acres or approximately one and one quarter to one and one half sections. The actual size of farms ranged from 300 to 2400 acres. Two of the participants (both on farm of 1 to 2 sections in size) operated their properties in partnership with one other person. The proportion of participants on farms of different sizes is shown in Table 3.

Table 3. - Size of Present Farm, Participants at 1959 Rural Leadership Conference, Banff, Alberta.

Size of Farm in Total Acres	Number of Participants		
	Total	Male	Female
One section (640 acres) or less	14	10	4
More than 1 section and up to 2 sections	9	7	2
More than 2 sections and up to $3\frac{3}{4}$ sections	6	3	3
Not applicable (does not operate farm or husband represented in one of above categories)	2	1	1
Total participants	31	21	10

Intentions Regarding Future Occupation

The majority (28) of the participants intend to continue with their present occupations; 25 unconditionally, one on condition that his health permits and two if economic conditions do not worsen or if farm income improves. Two were undecided about their future occupational intentions, one of these felt that he might leave farming within three years, the other said that he was "open to anything which may appeal". Only one participant (a woman) intended to leave her present occupation for another type of work.

Occupational History

The participants reported having had work experience in an average of two to three different jobs. The range was from one to six. The most common pattern of work experiences for men was to have worked on the father's farm followed by operation of one's own farm (9 participants) or to have worked on his father's farm and then to farm in partnership with a father or brother (7 respondents). Only five of the men with farm work experience had also had any non-farm occupational experience (apart from some with military service). The type of non-farm work was accounting, carpentry work, teaching and a period as a religious minister.

Among the women all but 1 had had experience in some sort of non-farm work such as teaching, office work or domestic work before becoming a farmer's wife.

Summary of Characteristics of Rural Leaders

As has been repeatedly noted by observers in both Canada and the U.S.A. rural leaders tend to exhibit certain characteristics which are shared by the participants at the 1959 Rural Leadership Conference in Banff. Compared to the general rural population, rural leaders often tend to be younger, better educated, operate larger than average farms, are concerned with the common welfare and derive personal satisfaction from their occupation as farm operators or as farmers' wives.

The Rural Community -

Participants Conception of the Size of Their Community

The participants were asked to "draw a rough map showing the area included in your community, including radius in miles from your home to the boundaries of your community".

Answers to this question are shown in Table 4.

Table 4. - Conception of Community Size, Participants at 1959 Rural Leadership Conference, Banff.

<u>Radius in miles</u>	<u>Number of Participants</u>		
	<u>Total</u>	<u>Male</u>	<u>Female</u>
Approximately 5 miles (Ranged from 3 X 5 to 2 X 7 miles)	14	11	3
Approximately 8 to 15 miles (ranged from 3 X 12 to 10 X 20)	11	6	5
20 or more miles (ranged from 20 miles to "the world")	6	4	2
Total participants	31	21	10

The majority of participants conceived of their communities as recognizable spatial entities ^{1/} within which they carried on their occupations and had their day to day business and social contacts.

Participants' Opinions of Their Communities

After being asked to conceptualize the size of their communities the participants were asked "What is your opinion of your community?"

Content analysis of the answers to this question revealed that as a group the participants were fairly well satisfied with their communities; 40% (12 persons; 6 men and 6 women) expressed only satisfaction and approval; 43% (13 persons; 9 men and 4 women) expressed some satisfaction and some dissatisfaction; the remaining 17% (5 persons all of whom were men) expressed only dissatisfaction. One participant (a man) did not answer the question.

^{1/} Evidence that the most common conception of community size for rural people approximates a radius of five miles has previously been obtained in studies carried out by the Rural Sociology Unit of the Economics Division of the Canada Department of Agriculture in 1952 in two mixed farming areas of Alberta and in 1954 in two mixed farming areas of Manitoba.

To illustrate the type of answers falling within each of these 3 levels of satisfaction the following quotations from the questionnaires are offered -

- (1) Only satisfaction expressed: e.g. - "a good progressive community. I have a high regard for it. If I didn't like it I wouldn't live there";
- (2) Some satisfaction and some dissatisfaction expressed: e.g. - "I think on the whole we have a very good community. Good school. First municipal hospital in Alberta. Have the only municipal doctor in Alberta. Good neighbours. One big need is for better farmstead planning. Older farmsteads were not planned for today's living standards. Too many organizations in our community";
- (3) Only dissatisfaction expressed: e.g. - "We have a very disjointed community. The sociability is small. The people are individuals and go their individual ways. Each of our farmers are so busy in themselves and their business that they do not seem to be interested in the community".

Association Between Conception of Size of Community, Opinion of Community and Sex of Participant.

To assist in understanding the need for an awareness of some of the factors entering into any study of leadership and the rural community the following table (no. 5) is offered. The implications of this data was not developed during the rural leadership conference but in the opinion of the analyst warrant inclusion in this report.

Table 5 - Interrelationship Between Participants' Conception of Size of Community and Opinion of Community By Sex, 1959 Rural Leadership Course, Banff.

Conception of Size of Community (Radius in miles)	Satisfied with Community	Partly Satisfied and Partly Dissatisfied	Dissatisfied with Community	Total
	- number of participants -			
	<u>all</u> (men-women)	<u>all</u> (men-women)	<u>all</u> (men-women)	<u>all</u> (men-women)
approx. 5	5 (4 - 1)	7 (5 - 2)	1 (1 - 0)	13 (10 - 3)
approx. 8 to 15	5 (2 - 3)	6 (4 - 2)	0 (0 - 0)	11 (6 - 5)
20 or more	<u>2</u> (0 - 2)	<u>1</u> (1 - 0)	<u>3</u> (3 - 0)	<u>6</u> (4 - 2)
Totals	12 (6 - 6)	14 (10 - 4)	4 (4 - 0)	30 (20 - 10)

Proportionately more men than women considered their community to be relatively small (5 miles radius or less). Proportionately more women than men expressed satisfaction with their communities. Only those men who considered their communities as being of 15 or fewer miles in radius expressed only satisfaction in their opinions while some women who felt their communities were much larger (20 miles or more) nevertheless expressed satisfaction. Of the participants expressing only dissatisfaction with their communities all 4 were men and three of these conceived their community as being relatively large - from a 20 mile radius to encompassing all of Canada for one man and the whole world for another!

Participants' Opinions of the "Best" and "Worst" in Rural Living -

The "Best" in Rural Living -

The participants were asked the question "What in your opinion is the "best" in rural living?" - Content analysis of the answers showed that all 31 of the participants answered this question each specifying from 1 to 5 of seven different factors. The average number of factors mentioned per person was 2.6. Most people (14) mentioned 3 factors, 13 mentioned 1 or 2 and 4 mentioned 4 or 5 different factors.

The seven different factors and general headings under which they may be grouped are listed in rank order of frequency of mention.

Factors Relating to the Individual (55% of all mentions) ^{1/}

1. Independence - Independence and closely associated attributes were mentioned by 29 of the participants (20 men and 9 women). Most (17) respondents specifically said "independence" or "being my own boss". Other respondents mentioned attributes closely associated with independence. In rank order of mention these were: personal freedom, security in the sense of peace of mind, the challenge and satisfaction in making one's own decisions, self-sufficiency, the opportunity and satisfaction in producing food for others and the opportunity for initiative and accomplishment.

^{1/} The total number of factors given by all 31 respondents was 82. Thus the total number of "mentions" was 82 which is taken as 100%. Factors No. 1 and 2 (relating to the individual) were mentioned 45 times or 55% of all mentions.

2. Closeness to nature - Under this phrase were categorized such opinions as "the outdoor life and work", "the absence of crowds and tensions", "a chance to meditate", "the beauty of nature", "the scenery", "space", "fresh air, sunshine and quietness". This factor was mentioned by 16 persons (11 men and 5 women).

Factors Relating to the Social Group - (30% of all mentions)

3. Family Unity and Child Rearing - Expressed by such phrases as "best conditions for raising a family", "best place to develop a sense of values in children", "home life more stable", "family ties stronger". This factor was mentioned by 13 participants (9 men and 4 women).

4. The Rural Community as a Social Force - Expressed by such phrases as "I feel I belong", "appreciate neighbours", "working cooperatively with neighbours", "the leadership", "live away from noise and bad social effects generally associated with city life", "friends", "mutual interests with neighbours". Mentioned by 12 participants (5 men and 7 women).

Factors Relating to Tangible or Material Things - (15% of all mentions)

5. Economic Advantages - Expressed as "the opportunity for ownership of a home and a farm business with some degree of economic security", "lower cost of living", "a good home and living", "comfortable quarters", "provides food, clothing and shelter". Mentioned by 7 respondents (4 men and 3 women).

6. Increasing Availability of City Amenities - Expressed by phrases such as "good roads", "electrification", "running water", "better communication and transportation systems", "automatic heat", "can take advantage of city cultural activities". Mentioned by 4 participants (3 men and 1 woman).

7. Special Educational Services for Rural People - This was expressed by one person (a man) who mentioned the existence of "4-H and consolidated schools" as one of the best factors in rural living in his opinion.

Four of these factors (Nos. 1,2,3,7) were mentioned by approximately the same proportions of men and women. A much larger proportion of women than men mentioned factor No. 4 (the rural community as a social force) and factor No. 5 (economic advantages). Proportionately more men than women mentioned factor No. 6 (the increasing availability of city amenities).

It is of interest to note that these same factors which constitute the "best" in rural living were mentioned in almost the same rank order during a recent survey of the opinions of professional Home Economists engaged in Home Economics extension work in the province of Ontario.^{1/}

The "Worst" in Rural Living -

In reply to the question "What in your opinion is the "worst" in rural living?" content analysis showed that all 31 of the participants replied each specifying from 1 to 5 of six different factors. The average number of factors mentioned per person was 2.5. Most people (13) mentioned 2 factors, 12 mentioned 3, three persons mentioned 4 or 5 factors and three mentioned only one factor.

These six factors in order of frequency of mention were: -

1. Economic Factors Associated with Farming as an Occupation

This factor was expressed in such terms as, "irregular, uncertain or limited income", "lack of an assured price", "cost-price squeeze", "not getting a fair price", "uncertainty regarding crops or weather or farm labour", "low income in relation to expended cost and effort", "long working hours and hard physical labour", "controls under which farmer must operate", "high taxes". This factor was mentioned by 25 persons (19 men which is 90% of the 21 men answering the questionnaire and by 6 women which is 60% of the ten women participating in the rural leadership course).

^{1/} A report on - OPINIONS ABOUT RURAL LIVING (Based on a questionnaire administered to the staff of the Home Economics Service of the Extension Branch of the Ontario Department of Agriculture in January 1959). Report prepared February 1959 by Dr. Helen C. Abell, Economics Division, Canada Department of Agriculture, Ottawa. This report was processed and distributed for Departmental use by the Home Economics Service of the Extension Branch of the Ontario Department of Agriculture.

2. Scarcity and/or Poor Quality of Community Facilities - Mentioned specifically were - educational facilities and opportunities, roads, cultural facilities for art, drama and adult education, medical facilities (medical doctors, registered nurses and drug stores), "pocr services", "communications", This factor was mentioned by 17 persons (9 men which is 43% of the 21 male participants and by 8 women which is 80% of the female participants).

3. Negative Personal or Personality Characteristics of Some Rural People
This was expressed as - "lack of interest and participation in community affairs", "narrowness of outlook", "self-pity", "lack of business management", "lack of knowledge of local and national affairs", "intolerance", "frequenting bar-rooms", "lack of morals or religion". This factor was mentioned by 13 persons (12 men which represents 57% of the male participants and by only 1 woman which represents 10% of the female participants).

4. Deteriorating Rural Inter-Personal Relationships - This was expressed in terms of a lack of or a deteriorating rural social life, isolation due to depopulation or to distance from neighbours or from centres of population and a lack of young people particularly young women. This factor was mentioned by 11 participants (10 men which represents 48% of the male participants and by only 1 women).

5. Lack of Conveniences in Farm Homes - This was expressed as "lack of electricity and running water", "low standards of living", "inequality of living standards". This factor was mentioned by 8 participants (4 men, 19% of the male participants and by 4 women, 40% of the female participants).

6. Negative Attitudes of Urban People Toward Farm People - This was expressed as "city people feel farmers shouldn't have the same conveniences as they", "the attitude Albertans take towards farm people", "the consumer has the idea that the farmer is getting rich due to lack of knowledge of price spreads". This factor was mentioned by 4 participants (2 men, 5% of the male participants and by 2 women, 20% of the female participants).

Proportionately more of the male than of the female participants considered the worst in rural living to be the economic factors (factor No. 1), negative personal or personality characteristics of some rural people (factor No. 3) and deteriorating rural inter-personal relationships (factor No. 4). Factors of concern to proportionately more women than men were the scarcity and/or poor quality of community facilities (factor No. 2), lack of conveniences in farm homes (factor No. 5) and negative attitudes of urban people towards farm people (factor No. 6).

Responsibilities and Activities for Overcoming the Worst in Rural Living as Suggested by the Participants -

The participants were asked "What should be done to overcome the "worst" in rural living? (Please include your ideas concerning who or what group, organization, government services or persons should be involved in overcoming the worst in rural living)"

All participants except for 1 man, answered this question. A total of 59 suggestions (an average of 2 per participant) were offered. The suggestions were analyzed on the basis of who or what organization, group or government service the participants considered responsible for overcoming the problems of rural living. Under each responsible agent (4 being specified: rural people as individuals, farmers organizations, Government at Federal or Provincial or Municipal level and existing Government and University Services) quotations from the questionnaires are given to illustrate the type of responsibility being considered or "what should be done".

1. Rural People as Individuals can overcome some of the worst in rural living by: - "using existing facilities and government services", "accepting the situation", "recognizing human values", "realizing that they are in business", "better management of one's affairs", "better cooperation among farm people", "improving public relations among ourselves", "electing to government men who have the interests of the farmers at heart", "being willing to give and take", "accepting the worst things about rural living and recognizing the compensations", "keeping up to date", "voluntarily controlling production and using group action", "keeping our government officials well informed on our needs and problems". This type of answer was given by 19 persons (12 men and 7 women).

2. Farmers Organizations can overcome some of the worst in rural living by: - "cooperation between different farm organizations", "farm organizations being better and doing more", "having a progressive and energetic farm movement", "having an energetic cooperative movement", "we will have to be better organized as has other labour to meet increasing demands", "the farm organizations should make a more thorough study of economics", "through our farm organizations and cooperatives and a great deal of constructive study", "Farmers' Union of Alberta can help", "farm organizations should get more assistance from the District Agriculturalists and Home Economists". This type of answer was given by 14 participants (11 men and 3 women).

3. The Government can overcome some of the worst in rural living by: - "establishing a fair price for farm produce in relation to wages, services and manufactured goods with limitations if necessary on quantity one is able to sell or the establishment of marketing boards controlled by the producer from farm to retail price", "agriculture should have a fair share of the national income", "Government should take responsibility when there is a crop failure", "the Federal Government should prevent inflationary pressures", "the Federal Government has the greatest responsibility for improving farming conditions to prevent unsatisfactory financial returns as compared to labour", "Income stabilization", "guaranteed prices", "Government needs to realize farming is a business and that farmers need education in business ways and understandings", "provide education for alternative job opportunities", "provide good regional high schools", "municipal authorities should improve roads". This type of answer was given by 15 participants (9 men and 6 women).

4. Existing Government and University Services can overcome some of the worst in rural living by introducing or extending services in agriculture, education and in adult education.

Suggestions referring to the Provincial Department of Agriculture were: - "courses in farm management should be made available to farmers through the Provincial Department of Agriculture", "extension work through the Provincial Department of Agriculture should provide more information on farm management and more scientific information", "the Department of Agriculture through the District Agriculturalists could do more".

Suggestions referring to the Provincial Department of Education were: - "the Department of Education can help with adult education for the betterment of communities", "Government should exercise more control over those entering the teaching profession instead of A.T.A. and provide instructors in manual training for those not academically inclined".

Suggestions referring to the Department of Extension of the University of Alberta were: - "more adult education is needed", "Department of Extension should instruct local groups in all central points of the province as a means of developing responsible leadership".

These types of suggestions were made by 9 participants (7 men and 2 women).

5. Different Segments of Society - Two participants, both male, made suggestions involving several segments of society: - "I believe the Government, the commercial world and the farmers themselves need to realize that farming is a business, therefore we need education in business ways and understandings", "Equalization of building costs of rural developments such as power and telephone lines, between suppliers, governments and consumers to improve rural services".

Reports from Small Group Discussions on How to Overcome the Worst in Rural Living

During the final classroom session devoted to the "Rural Community" at the 1959 Rural Leadership Conference the information presented on pages 7 to 14 of this report was listed in summary form on a blackboard. The participants were then asked to break into six discussion groups of from 5 to 6 persons. Each small group then spent approximately half an hour together discussing one of the six "worst" factors in rural living and attempting to come to a conclusion concerning "who should do what" to solve the problem.

At the conclusion of this period a representative of each small group reported the results to the total group at the conference.

The reports as given by a spokesman from each of the small groups are as follows: -

Problem No. 1 - The Economic Factors Associated with Farming as an Occupation -

Report from the group: -

1. Individuals could make better use of farm management practices; constantly evaluate economic conditions; examine our own economic factors to get better returns; make better use of cooperatives and educational facilities; participate and assist in organizations interested in this work.
2. Farm Organizations could assist co-operative action in reduction of investment costs; co-operative action to study problems of agriculture; assist in bringing agricultural problems before public and Government officials and research workers.
3. Municipal Government could bring recommendations to provincial and federal governments for reclamation projects; get better value for their dollar spent.
4. Provincial Government could implement necessary legislation to get credit assistance for commencing operations; better education and extension in agricultural field.
5. Federal Government could set up a guaranteed minimum income through (a) deficiency payments (b) acreage payments: could secure world markets for farm products; Conference of Federal-Provincial Officials with research and planning experts; credit legislation.
6. University could provide local leadership courses; farm management courses; enlargement and continuation of program of research.
7. Commercial Organizations by education to improve quality; less exploitation for their own gains; research in uses of feeds, fertilizers and some manufactured products.

Problem No. 2 - The Scarcity and/or Poor Quality of Community Facilities -

Report from the group -

1. Individuals could make use of their leisure and could initiate group action through organizations such as the Farm and Home, P T A, Farm Forum, F U A, 4-H Clubs, Garden and Home Improvement Clubs.

2. Organizations could study political theories and economic organization and the need for utility cooperatives. They could make representation to industry, farm management studies and stimulate vocational guidance opportunities. All these organizations provide an outlet for our charitable nature.

3. Federal and Municipal Government - Through our own initiative point out what is needed. Exercise our franchise.

4. Provincial Government - Exercise our franchise and make our wishes known.

5. University Extension - Adult education such as is being provided at this course. Research into economic social and technological welfare and provide personnel to perform these duties.

Problem No. 3 - Relating to the Negative Personal or Personality Characteristics of Some Rural People -

Report from the group: -

1. As Individuals -

a) We can draw these people out and try to get them to join with us by talking and encouraging them to work with the community.

b) We as individuals must empathize in order to understand the other person more fully.

c) We must have an open mind.

2. As Farm Organizations: -

a) Encourage them to attend

b) Have an interesting program - films, special speakers etc.,

c) Urge them to participate.

3. Provincial Government through Department of Agriculture and Home Economists could be used with groups and also with individuals for consultation.

4. The University Department of Extension - Short courses broaden people. The rural people could be urged to attend through farm organizations. Take advantage of libraries to educate. Education decreases intolerance.

5. Further Consideration - Primarily we must examine ourselves which may lead us to see that perhaps our viewpoint is also narrow.

Problem No. 4 - Deteriorating Rural Inter-Personal Relationships -

Report from the group: -

1. Causes of this problem -

- a) Schools now centralized tend to take the younger people out of the community to the larger centres.
- b) Television, radios and theatres have created canned entertainment to the discouragement of community development.
- c) As the farms become less isolated, the individual becomes less important.
- d) With better roads and better cars rural people travel outside their immediate community for entertainment, shopping, etc.

2. Solutions -

- a) Develop the idea of a larger community social sphere.
- b) Development of better leadership and planning in our rural organizations.

Problem No. 5 - Lack of Conveniences in Farm Homes -

Report from the group: -

- 1. Individual - Start by planning a program for improvements. Make a study - find what materials are available, also costs.
- 2. Farm Organizations - should arrange short courses to provide for the needs of their people. Also advise people of the advantage of buying through co-operatives.
- 3. Federal Government - Farm Improvement Loans could be expanded to longer terms and lower interest rates.
- 4. Provincial Government Extension Department - We must commend the Government for services they do provide, but ask that they review the initial cost of power installation.

5. Department of Extension - Ask that services now offered be continued and expanded when there is need and provide us with any new material or ideas available.

6. Summary -

- a) Initiative foresight and planning on the part of the individual.
- b) Cooperation through and with organizations.
- c) Full use be made of any and all services provided and continuation and expansion of such.

Problem No. 6 - Negative Attitudes of Urban People Toward Farm People -

Report from the group: -

1. As Individuals -

a) create better public relations between town and country people through organizations such as Chambers of Commerce and Agriculture, also church and service organizations.

b) be friendly and informative in all our associations with urban people and create opportunities to contact urban people.

c) empathize

2. Through Farm Organizations - invite urban people to attend and participate in our meetings. Also, better public relation with the press

3. Provincial Government Responsibilities -

a) provide equal educational opportunities.

b) University extension could promote urban and rural conferences.

4. Summary - Be friendly and informative in our contacts with urban people and create opportunities to contact urban people.

Conclusion -

The chief purpose of this report has been to provide the participants at the 1959 Rural Leadership Conference, Banff, with information, understandings and ideas which they may utilize in their roles as leaders in their own rural communities.

Another purpose of the report is to indicate to other persons the obvious fact that rural leaders such as those who attended this particular conference have the ability and the desire to play their part in bettering both the economic and social elements of rural living.

March 1959

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The first purpose of this report has been to provide the participants of the 1959 Rural Leadership Conference, Seattle, with information regarding the rural leadership movement in the United States. The second purpose of this report is to provide information regarding the rural leadership movement in the United States. The third purpose of this report is to provide information regarding the rural leadership movement in the United States.

The rural leadership movement in the United States is a movement that seeks to improve the lives of rural people. It is a movement that seeks to improve the lives of rural people. It is a movement that seeks to improve the lives of rural people. It is a movement that seeks to improve the lives of rural people. It is a movement that seeks to improve the lives of rural people.

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